

System, Method and Computer Program Product for Analyzing E-Commerce Competition

Abstract

5 A system, method and computer program product for analyzing e-commerce
competition is disclosed. The method involves collecting pages that are
commonly transmitted over a computer network (e.g., the Internet, an institutional
intranet, etc.), collecting external data, which may or may not be available on the
computer network, processing the collected pages and content, and scoring the
pages based on all the information collected to determine statistics. The statistics
10 are analyzed for providing benchmarks that compare an entity's presence on the
computer network and compares it to the presence of other entities.

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